

ORDER



KSNV

Orders	Order / Rev:	107176	Primary AE:	Amy McCreary
	Alt Order #:	06859169	Sales Office:	BLPHI
	Product Desc:	ROMNEY FOR PRES 60	Sales Region:	National
	Estimate:	424		
	Flight Dates:	09/28/12 - 10/02/12		
	Original Date / Rev:	09/27/12 / 09/28/12		
	Order Type:	GENERAL		
Agency	Name:	American Rambler Productions		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		138 Conant St.	Billing Cycle:	EOM/EOC
		Beverly, MA 01915	Agency Commission:	15%
Advertiser	Name:	Romney for President - Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02-Republican	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	14	\$19,600.00	\$16,660.00
10/01/12	10/02/12	24	\$33,600.00	\$28,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$19,600.00	\$16,660.00	0.00
October 2012	24	\$33,600.00	\$28,560.00	0.00
Totals	38	\$53,200.00	\$45,220.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$53,200.00
Market	100%	\$197,037.04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,111.11
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$39,407.41
KTUD	0%	\$0.00
KVVU	20%	\$39,407.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$5,911.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/WaGM	6-7a		----F--	1:00	1	\$1,300.001	0.00	NM	1	\$1,300.00	

WAKE W/WAGNRS2

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 107176
 Alt Order #: 06859169
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/28/12	09/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	----F--	1:00	1	\$1,300.001	0.00	NM		1	\$1,300.00											
WAKE W/WAGNRS2																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	----F--	1	\$1,300.00	0.00																					
E 2	KSNV	10/01/12	10/02/12	M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	1:00	2	\$1,400.001	0.00	NM		2	\$2,800.00											
WAKE W/WAGNRS2																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/01/12	10/07/12	MT-----	2	\$1,400.00	0.00																					
E 3	KSNV	10/01/12	10/02/12	Today Show	CM	658a-9am	MT-----	1:00	2	\$1,800.001	0.00	NM		2	\$3,600.00											
TODAY SHOW																										
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E 4	KSNV	09/28/12	09/28/12	Today Show	CM	658a-9am	----F--	1:00	1	\$1,700.001	0.00	NM		1	\$1,700.00											
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Week: 09/24/12	09/30/12	----F--	1	\$1,700.00	0.00																					
E 5	KSNV	10/01/12	10/02/12	M-F Today Show II 3rd HOM		9-10a	MT-----	1:00	2	\$850.001	0.00	NM		2	\$1,700.00											
TODAY SHOW 2																										
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E 6	KSNV	09/28/12	09/28/12	M-F Today Show II 3rd HOM		9-10a	----F--	1:00	1	\$700.001	0.00	NM		1	\$700.00											
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Week: 09/24/12	09/30/12	----F--	1	\$700.00	0.00																					
E 7	KSNV	10/01/12	10/02/12	M-F Today Show III 4th HOM		10am-11am	MT-----	1:00	2	\$650.001	0.00	NM		2	\$1,300.00											
TODAY SHOW 3																										
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Week: 10/01/12	10/07/12	MT-----	2	\$650.00	0.00																					
E 8	KSNV	09/28/12	09/28/12	M-F Today Show III 4th HOM		10am-11am	----F--	1:00	1	\$650.001	0.00	NM		1	\$650.00											
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Week: 09/24/12	09/30/12	----F--	1	\$650.00	0.00																					
E 9	KSNV	10/01/12	10/02/12	Rachael Ray	CM	11am-12pm	MT-----	1:00	2	\$650.001	0.00	NM		2	\$1,300.00											
RACHAEL RAY																										
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Week: 10/01/12	10/07/12	MT-----	2	\$650.00	0.00																					
E 10	KSNV	09/28/12	09/28/12	Rachael Ray	CM	11am-12pm	----F--	1:00	1	\$650.001	0.00	NM		1	\$650.00											
RACHAEL RAY																										
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Week: 09/24/12	09/30/12	----F--	1	\$650.00	0.00																					
E 11	KSNV	09/28/12	09/28/12	Noon News	CM	12-1230pm	----F--	1:00	1	\$850.001	0.00	NM		1	\$850.00											
NEWS AT NOON																										
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Week: 09/24/12	09/30/12	----F--	1	\$850.00	0.00																					
E 12	KSNV	10/01/12	10/02/12	Noon News	CM	12-1230pm	MT-----	1:00	2	\$850.001	0.00	NM		2	\$1,700.00											
NEWS AT NOON																										
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Week: 10/01/12	10/07/12	MT-----	2	\$850.00	0.00																					
E 13	KSNV	10/01/12	10/02/12		CM	1258p-2pm	MT-----	1:00	2	\$850.001	0.00	NM		2	\$1,700.00											

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 Alt Order #: 06859169
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRES 60
 Estimate: 424

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Days of our Lives															
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$850.00			0.00			
E 14	KSNV	09/28/12	09/28/12	Days of our Lives	CM	1258p-2pm			-----F--	1:00	1	\$850.00	1	0.00	NM
Days of our Lives															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$850.00			0.00			
E 15	KSNV	09/28/12	09/28/12	Dr. Phil	CM	3-4p			-----F--	1:00	1	\$900.00	1	0.00	NM
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$900.00			0.00			
E 16	KSNV	10/01/12	10/02/12	Dr. Phil	CM	3-4p			MT-----	1:00	2	\$900.00	1	0.00	NM
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$900.00			0.00			
E 17	KSNV	10/01/12	10/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			MT-----	1:00	2	\$1,450.00	1	0.00	NM
4PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$1,450.00			0.00			
E 18	KSNV	09/28/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm			----F--	1:00	1	\$1,400.00	1	0.00	NM
4PM NEWS (1 hour)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$1,400.00			0.00			
E 19	KSNV	09/28/12	09/28/12	M-F Early News	CM	5-630p			----F--	1:00	1	\$2,000.00	1	0.00	NM
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$2,000.00			0.00			
E 20	KSNV	10/01/12	10/02/12	M-F Early News	CM	5-630p			MT-----	1:00	2	\$2,400.00	1	0.00	NM
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$2,400.00			0.00			
E 21	KSNV	10/01/12	10/02/12	M-F Jeop/Wheel	CM	630-730pm			MT-----	1:00	2	\$2,600.00	1	0.00	NM
M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$2,600.00			0.00			
E 22	KSNV	09/28/12	09/28/12	M-F Jeop/Wheel	CM	630-730pm			----F--	1:00	1	\$2,000.00	1	0.00	NM
M-F Jeopardy/Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$2,000.00			0.00			
E 23	KSNV	10/01/12	10/02/12	M-F News 3 at Eleven	CM	11pm-1135pm			MT-----	1:00	2	\$2,400.00	1	0.00	NM
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	MT-----			2			\$2,400.00			0.00			
E 24	KSNV	09/28/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm			----F--	1:00	1	\$2,200.00	1	0.00	NM
M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$2,200.00			0.00			
E 25	KSNV	09/30/12	09/30/12		CM	11pm-1135pm			-----S	1:00	2	\$2,200.00	1	0.00	NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1			\$2,200.00			0.00			

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Alt Order #: 06859169
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Advertiser:	Romney for President
Product Desc:	ROMNEY FOR PRES 60
Estimate:	424

KSJV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa-Su	News 3 at Eleven												
				Sa-Su	News 3 at Eleven												
11P NEWS																	
	<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
	Week: 09/24/12	09/30/12		-----S		2	\$2,200.00		0.00								
															Totals	38	\$53,200.00